

IN THE CLAIMS

Please amend claims 256 and 259 as follows:

--256. (CURRENTLY AMENDED) A method of providing a user

access to programming material, comprising the steps of:

5 imprinting a machine recognizable feature within an
advertisement;

B1 scanning said machine recognizable feature of said
advertisement; and

10 transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said
advertisement.

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259. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a advertisement, comprising the steps of:

imprinting a machine recognizable feature within said

5 advertisement, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

BB
scanning said machine recognizable feature within said advertisement and downloading data indicative of 10 said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user 15 allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said advertisement.--